

THE UNIVERSITY OF CHICAGO

Smoke

The Tobacco of Quality
1/2 LB. TINS—and in pkgs.

Russian Famine Relief.

Some American statements about the peak of the acute famine period being passed seem liable to be misunderstood in Canada. The American relief organization, supported by the financial resources of the nation to the extent of \$20,000,000, is undoubtedly helping to save the situation. But it should be clearly understood that some of the worst provinces are still being cared for by British funds, including Canada's growing contribution through the Canadian Committee of the Save the Children Fund.

The American relief organization is being shipped into all the famine-stricken provinces. Temporarily, to allow the American shipments all possible facilities for inland transportation, the British relief organizations—the Save the Children Fund and the Society of Friends—have waived their claim on Russian railway service. It is especially urgent that seed should be distributed within the next few weeks to stem off another famine next autumn. But when the immediate rush of American supplies is over, the British relief workers will still have to continue operating food kitchens, especially to feed the children, until the end of August.

Sir Benjamin Robertson, the British authority on Indian famine relief, after visiting Russia in January and February of this year, with the approval of the British government, anticipated the present claims about the peak of the famine period being over, some due to the arrival of American corn and seed. He expressed the hope, that the optimism of the American relief association would prove to be correct. But, in any case, Sir Benjamin

added, it did not relieve the British organizations from the task they have undertaken, to feed the famine-stricken people in certain provinces, until next harvest.

A balanced ration is necessary for the children. When they are brought in to the rescue stations, they seem to be in such a condition physically that the greatest care has to be taken in feeding them. They need something more than corn. The consignments of food from Canada, in accordance with the system established by the Save the Children Fund, allow the children to be given one nourishing meal a day, consisting possibly of corn, bread and bean soup, varied with milk and fruit. Under the efficient British administration, the cost of feeding a child is only 25 cents a week, including all overhead charges. Four dollars is sufficient to feed one child till the middle of August; and Sir George Burn, the venerable treasurer of the Canadian Committee is gladdened by the arrival, in almost every mail, of substantial contributions to the fund.

Irrigation Meeting
Waterton School

A meeting of the Irrigation Board, comprising the trustee board, Mr. C. N. Houston, C.E., Secretary of the Irrigation Council, and Mr. E. H. Egan, of the Raymond Demonstration Farm, was held in the Waterton Schoolhouse on Wednesday evening, May the 3rd. There were about forty people in attendance and a lively interest was shown. The meeting had been called because of the voting which is to take place on May 16th and it is felt that the public should be given all the information that it is possible to fur-

nish. The secretary of the local board, Mr. A. R. McFadden, presented a financial statement giving all expenditures to date, after which Mr. Houston addressed the meeting, dealing particularly with the listing of lands. He illustrated that the charge of \$200 per acre for the selling which is being levied is moderate in consideration of the advertising campaign which will be undertaken, and that no private agency can possibly undertake to advertise on such a scale as will be done by the Irrigation council. There will be close co-operation with the Dominion immigration department who have connections with eighteen points throughout the western states. He also stated that some local firms were willing to undertake to colonize irrigation lands in other districts but that their lowest charge for same would be \$400 per acre. He stated that the provincial government in making an appropriation of \$15,000, as an initial expenditure had shown their willingness to help the people in the south stricken areas to regain their financial standing.

Mr. Egan also spoke of the results of irrigation on the Raymond demonstration farm and other places where he had had experience. He emphasized particularly the necessity of one's holding to an amount of soil in excess of 160 acres, and he gave many examples of men with half section of land who are barely covering their expenses while others on smaller areas have profits up to \$1,500 per year, in stock raising, alfalfa, potato growing, etc. He also stated that there need be no fear of the menace of Russian thieves on irrigated land and said under a proper crop rotation system there is not a weed common to southern Alberta but can be controlled.

Cut Worms—While cut worms may not be entirely controlled by moisture in the soil yet the injury done by these pests is very much less for the reason that the worms will not stay in damp soil if they can find dry soil in which to burrow. Furthermore, their activities in wet soil are very much slower and the growth of vegetation is such that the injury to the crop is less noticeable.

Grasshoppers—The injury from grasshoppers is also less for the reason that the grasshopper will not deposit its eggs in damp soil. Injury from this source is also less because the growth is more rapid. He pointed out that it is to be expected in irrigated districts the same as in dry areas that there are thrifty and thrifless men to be found and the same applies given for any district are taken as the average of all, therefore, by proper methods, the possibilities are greater than are indicated by the figures that are given.

Another advantage of irrigation which cannot be estimated in dollars and cents is the home making qualities found among the people in the irrigated districts. There are trees, lawns, and small fruits which are impossible on the dry prairie. This permanency among the people is what is required, rather than the transient coming and going with no thought of anything but the pecuniary phase of the situation, with the intention of leaving the country as soon as this is accomplished.

The farmers in the neighborhood of Coalville have provided themselves with large reservoirs which are kept filled with water and by a process of filtration this system supplies water for all domestic purposes. In a country where water can not be obtained without a system of deep wells such a supply for the home is a very great asset indeed.

Many questions were asked the speaker who made every effort to answer to the satisfaction of the people. Arrangements will also be made for meetings in other sections and the dates of which will be announced. The same gentlemen are advised to address a meeting at the Hazelton school this evening.

A FELLER OUGHT TO FISH.

I've got here a dream—
A dreamin' every day,
Of the sunshine that's a gleam
Of the rivers far away.

An' I kinder fall to wishin'
I wish the waters wash;
For if the Lord made fishes'
Why—a feller fish!

While I'm studyin', or a-waitin'
In the dusty, rainy town,
I can feel the fish a-bidin'
See the 'g' a-goin' down!

So I nod an' fall to wishin'
I wish the waters wash;
For if the Lord made fishes'
Why—a feller fish.

The only things the sun never sets on are the British Empire and the Ford car.

False Economy Has
No Value

Buying Cheap Goods Just Because
They Are Cheap Does Not
Pay.

QUALITY OFTEN OVERLOOKED

Instance Seen In Case of Mail Order
Houses Which Make Their
Appeal Solely on Basis
of Price.

(Copyright.)

Economy is one of the greatest of virtues but false economy is no more a virtue than anything else that is false. To be able to economize wisely is one of the greatest blessings that life can have, for it is the prerequisite to thrift and well being. Too many persons, however, who think they have found the secret of true economy are practicing a false economy which is worse than wasteful waste.

For instance, the man who buys a stove from a mail order house for \$9 because he thinks he would have to pay \$10 for one if he purchased it from his home merchant is practicing a false economy, for the chances are that he would save more than \$1 in the end if he purchased a \$10 stove from the local hardware dealer.

There are several reasons why this is a false economy. The first one is that dollar for dollar, the greater part of the merchandise sold by mail order houses is of less value than that sold by the retail merchants of the smaller communities.

Secondly, in order to attract customers the catalogue houses must sell goods cheaply, and in order to do that they must sell at a loss. Their business is built up on price and not on quality. The retail hardware dealer, on the other hand, is in other lines, probably can match the prices of the mail order houses. He probably has a \$9 stove which he can sell to the man who wants to get a stove for \$9. The trouble with the mail order man who buys from the mail order house does not distinguish between price and quality.

Think He Is Economizing.
The man who wants the \$9 stove from the mail order house probably would not buy a \$9 stove from his local merchant, for in the latter case he would save just what he was buying, and might realize that the \$9 stove would not meet his needs. He orders a \$9 stove from the mail order house, however, just because the price is \$9 and not because he has any assurance that the stove is of better quality. He thinks he is saving a dollar or two by buying this stove instead of paying \$10 to \$11 for one from his local merchant for the same stove. The patron of the mail order house, also, often fails to take the matter of transportation charges into consideration when making his purchases. He sees only the price of the article as listed in the mail order catalogue and does not think of the express or freight charges, which with the cost of money order and postage, often make the total cost of the article greater than the price at which the same thing could have been purchased at the local store.

Another cause of false economy is buying merchandise on credit. Because the price is low is often false economy when the purchase is made on credit. The mail order house, when the merchandise is bought from a mail order house. When buying at home one can be reasonably sure of the article purchased at a low price, while there is no such assurance when it is bought by mail from the "discount" plan.

Idea Is Exploited.
The idea that the mail order houses sell the same quality of goods at lower prices than the home merchants is quickly exploited when one learns of the large profits that are made by the majority of the mail order houses and the large selling expense to which they are subjected. The large mail order houses spend hundreds of thousands of dollars annually for advertising and the selling expenses of the smaller concerns are proportionately less. The mail order houses, as such, as rent, taxes and labor, are also high in proportion to the business which they do. In spite of these heavy expenses, the mail order houses distribute millions of dollars in dividends among their shareholders. In one large mail order concern the profits of the stockholders, in cash and cash dividends, have aggregated as much as \$1,000 per cent on the capital invested in the short period of nine years.

This does not indicate that the mail order houses are in business for their health and are giving away merchandise to their customers.

The mail order houses have capitalized the desire to economize which is inherent in almost everyone. By placing price above quality and making themselves the fundamental element in their business they have incited in the minds of their patrons the idea that they are economizing when they buy cheap goods at cheap prices.

Over in France a man claims to have bottled the sunshine. If he gets into a little trouble with the authorities, he will bottle moonshine on this side of the Atlantic he had better drop the proceeding.

If You Trade Out of Town, and I Trade Out of Town
WHAT WILL BECOME OF OUR TOWN?THE DOLLAR SPENT IN MACLEOD
WILL "REMAIN HOME TO BOOST"THE MACLEOD TIMES
"TRADE AT HOME" CAMPAIGN

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READ

THE

"TRADE

AT HOME"

ARTICLE

ON

THIS

PAGE

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IT MAY

PRESENT

SOMETHING

YOU

HAVEN'T THOUGHT

OF BEFORE.

PATRONIZE

THE PEOPLE WHOSE

ADVERTISEMENTS

ARE HERE.

THEY ARE

NEIGHBORS

AND WILL

TREAT

YOU RIGHT.

THE MONEY

YOU

SPEND

WITH THEM

STAYS

IN CIRCULATION

IN

YOUR DISTRICT.

YOU SHOULD BE AS LOYAL TO YOUR COMMUNITY AS TO YOUR NAME.

(Copyright)

The Macleod concerns listed here, concerned with the thousands of dollars are being sent out of this territory for merchandise that can be bought at home, have launched a campaign in the hope that it will create a stronger feeling of community interest—a sentiment most vital for the prosperity of the entire community. In bold type they therefore read the proposition that they propose to popularize "TRADE IN YOUR HOME TOWN."

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McLAREN LUMBER CO.

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THE PROGRESSIVE MAN

will keep his hair in his own community. This up-to-date man's Store is the answer to the Progressive Man. Splendid Boys' Department. J. S. Marks Apprehs. Buy in Macleod.

J. S. MARKS

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you will find the benefit of my advice regarding your personal millinery requirements very satisfying. We make over and return hats or make new ones according to instructions. Fancy goods.

MISS A. M. WILSON

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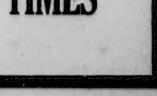
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